



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	Matt Oestrich	STATION:	WFLA
FROM:	Meghan McGarr	HRP OFFICE:	Washington, DC

REQUEST RECEIVED FROM

DATE 9/11/12

BUYER:	Steve Hazelton
AGENCY:	SRH Media Inc.
ADDRESS:	2204 Countryside Dr. Silver Spring, MD 20735
PHONE #:	301 879 0010
FAX #:	301 879 0131
OTHER:	

AVAILS FOR ISSUE

COMMITTEE:	Protect Florida Taxpayers, Inc.
CHAIRPERSON:	
TREASURER:	Ron Meyer
ADDRESS:	
PHONE #:	
FAX #:	
OTHER:	

FOR

CANDIDATE:	ISSUE
OFFICE:	
PARTY:	Republican

DAYPARTS:	All
SCHEDULE DATES:	As ordered
COMMERICAL LENGTH:	:30s
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	

SEP 11/12 15.35
*** WFLA-TV ***

SALISMAN #

BUYER NAME STEVE HAZELTON

SALES PRSN WA-
MEGHAN MCGARR (H)

SILVER SPRINGS, MD 20735

CLASS: NATL. LOCAL REGIONAL

FLIGHT DATES OCT22/12 NOV2/12 WK-2

DATE SEP11/12 15.35

REP: NEW ORDER

TTL \$250,000 @170X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

PROTECT FLORIDA TAXPAYERS INC

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:SPTS:
1			500A-530A PROGRAM : TODAY 5A CON COM1: TODAY 5A	30		\$300.00	10/22	11/2	5		M-F	10
2			530A-600A PROGRAM : TODAY 530A CON COM1: TODAY 530A	30		\$500.00	10/22	11/2	5		M-F	10
3			600A-700A PROGRAM : TODAY 6A CON COM1: TODAY 6A	30		\$1,350.00	10/22	10/26	5		M-F	5
4			600A-700A PROGRAM : TODAY 6A CON COM1: TODAY 6A	30		\$1,450.00	10/29	11/2	5		M-F	5

REP HEADLINE# 6311145
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 SEP11/12 15.35
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
5			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,600.00	10/22	10/26	10		M-F	10
6			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,800.00	10/29	11/2	10		M-F	10
7			900A-1000A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,050.00	10/22	11/2	5		M-F	10
8			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$400.00	10/22	11/2	5		M-F	10
9			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$550.00	10/22	11/2	5		M-F	10
10			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$1,000.00	10/22	11/2	5		M-F	10
11			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$1,700.00	10/22	11/2	5		M-F	10
12			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$1,700.00	10/22	11/2	5		M-F	10
13			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$2,500.00	10/22	11/2	5		M-F	10

REP HEADLINE# 6311145
 *** ORIGINAL REV#0 ***

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 ORDER WORKSHEET
 HARRIS REPORT FROM REP

FAX# 703-516-9680
 SEP11/12 15.35
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$6,000.00	10/23	10/25	2		TU,TH	2
15			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$6,000.00	10/22	10/26	3		M,W,F	3
16			700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS	30		\$2,000.00	10/22	11/2	5		M-F	10
17			730P-800P PROGRAM : ET CON COM1: ET	30		\$2,000.00	10/22	11/2	5		M-F	10
18			1100P-1130P PROGRAM : 11P NEWS CON COM1: 11P NEWS	30		\$2,500.00	10/22	10/28	4		M,W-TH	4
19			1100P-1130P PROGRAM : 11P NEWS CON COM1: 11P NEWS	30		\$2,500.00	10/29	11/2	3		M,W,F	3
20			1130P-1235A PROGRAM : TONIGHT SHOW NBC CON COM1: TONIGHT SHOW NBC	30		\$1,000.00	10/22	10/26	5		M-F	5
21			1130P-1235A PROGRAM : TONIGHT SHOW NBC CON COM1: TONIGHT SHOW NBC	30		\$1,300.00	10/29	11/2	5		M-F	5
22			900A-1000A PROGRAM : SAT 9A NEWS CON COM1: SAT 9A NEWS	30		\$600.00	10/27	10/27	2		SAT	2

1130-13M
 due NFL

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
23			1200N-100P	30		\$250.00	10/27	10/27	1		SAT	1
PROGRAM : SAT NOON NEWS												
CON COM1: SAT NOON NEWS												
24			600P-630P	30		\$1,350.00	10/27	10/27	1		SAT	1
PROGRAM : SAT 6P NEWS												
CON COM1: SAT 6P NEWS												
25			800A-900A	30		\$1,000.00	10/28	10/28	1		SUN	1
PROGRAM : SUN TODAY NBC												
CON COM1: SUN TODAY NBC												
26			900A-1000A	30		\$600.00	10/28	10/28	1		SUN	1
PROGRAM : SUN 9A NEWS												
CON COM1: SUN 9A NEWS												
27			1200N-100P	30		\$250.00	10/28	10/28	1		SUN	1
PROGRAM : SUN NOON NEWS												
CON COM1: SUN NOON NEWS												
28			600P-630P	30		\$1,350.00	10/28	10/28	1		SUN	1
PROGRAM : SUN 6P NEWS												
CON COM1: SUN 6P NEWS												
OCT/12 142250.00 NOV/12 107750.00												
												CONTRACT TOTAL 250000.00
												TOTAL SPOTS 170

MARKET TOTALS \$684,400 WFLA 35% WFTS 21% WTSP 8% WTVT 36% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+*

Srth Media Inc.
2204 Countryside Drive
Silver Springs MD 20905

Protect FL Taxpayer/ Issue
Submission Number 765 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Protect FL Taxpayer/ Issue	Submission Cost:	247500	Campaign Ref:	E:120912012
Buyer:		Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06311145
Est./PO Number:	06311145	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Protect FL Taxpayers	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type			Rate	Spot Type		10/22	10/29	Total	Cost
1	M-F 5a News MTWTF..	01			300	30 Comme	Nbr of Spots	5	5	10	3000
2	M-F 530a News MTWTF..	01			500	30 Comme	Nbr of Spots	5	5	10	5000
3	M-F 6a News MTWTF..	02			1350	30 Comme	Nbr of Spots	5		5	6750
4	M-F 6a News MTWTF..	01			1450	30 Comme	Nbr of Spots		5	5	7250
5	M-F 7a Today Show MTWTF..	02			1600	30 Comme	Nbr of Spots	10		10	16000
6	M-F 7a Today Show MTWTF..	02			1800	30 Comme	Nbr of Spots		10	10	18000
7	M-F 9a Today Show II MTWTF..	01			1050	30 Comme	Nbr of Spots	5	5	10	10500
8	M-F 12p Today Show III MTWTF..	01			400	30 Comme	Nbr of Spots	5	5	10	4000
Weekly Totals: Total Spots(Ord Spots)								92	78	170	
Open PR								-1		-1	-2500

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Original

Client:	Protect FL Taxpayer/ Issue	Submission Cost:	247500	Campaign Ref:	E:120912012
Buyer:		Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06311145
Est./PO Number:	06311145	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
9	M-F 3p Doctors MTWTF..	03	5500	30 Comme	Nbr of Spots 5	5	10	5500
10	M-F 4p Dr Oz MTWTF..	02	10000	30 Comme	Nbr of Spots 5	5	10	10000
11	M-F 5p News MTWTF..	01	17000	30 Comme	Nbr of Spots 5	5	10	17000
12	M-F 530p News MTWTF..	01	17000	30 Comme	Nbr of Spots 5	5	10	17000
13	M-F 6p News MTWTF..	01	25000	30 Comme	Nbr of Spots 5	5	10	25000
14	M-F 630p ET / 530p CT NBC Nightly ..T.T...	01	6000	30 Comme	Nbr of Spots 2		2	12000
15	M-F 630p ET / 530p CT NBC Nightly M.W.F..	01	6000	30 Comme	Nbr of Spots 3		3	18000
16	M-F 7p News MTWTF..	01	20000	30 Comme	Nbr of Spots 5	5	10	20000
17	M-F 730p Entertainment Tonight MTWTF..	01	20000	30 Comme	Nbr of Spots 5	5	10	20000
18	M-Su 11p News M.WT..S	01	25000	30 Comme	Nbr of Spots 1		1	25000
Weekly Totals: Total Spots(Ord Spots)					92	78	170	
Open PR					-1		-1	-2500

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Submission Number 765 Issue 1



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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Protect FL Taxpayer/ Issue	Submission Cost:	247500	Campaign Ref:	E:120912012
Buyer:		Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06311145
Est./PO Number:	06311145	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
19	M-Su 11p News M.W.F..	01	2500	30 Comme	Open Pre-Empted Nbr of Spots	-1 3	-1 3	-2500 7500
20	M-F 1135p ET / 1035p CT Tonight Show MTWTF..	02	1000	30 Comme	Nbr of Spots	5	5	5000
21	M-F 1135p ET / 1035p CT Tonight Show MTWTF..	01	1300	30 Comme	Nbr of Spots	5	5	6500
22	Sat 9a NewsS.	01	600	30 Comme	Nbr of Spots	2	2	1200
23	Sat 12p NewsS.	02	250	30 Comme	Nbr of Spots	1	1	250
24	Sat 6p NewsS.	02	1350	30 Comme	Nbr of Spots	1	1	1350
25	Sun 8a Today ShowS.	02	1000	30 Comme	Nbr of Spots	1	1	1000
26	Sun 9a NewsS.	01	600	30 Comme	Nbr of Spots	1	1	600
27	Sun 12p NewsS.	02	250	30 Comme	Nbr of Spots	1	1	250
28	Sun 6p News	02	1350	30	Nbr of Spots	1	1	1350
Weekly Totals: Total Spots(Ord Spots)					82	78	170	
Open PR					-1		-1	-2500

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Submission Number 765 Issue 1



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PHONE (813) 228-8888

Original

Client: Protect FL Taxpayer/ Issue	Submission Cost: 247500	Campaign Ref: E:120912012
Buyer: ..	Client/Product/Estimate:	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 11/04/12	Weeks: 2	Order Ref: 06311145
Est./PO Number: 06311145	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
.....S				Comme				
Weekly Totals: Total Spots(Ord Spots)					92	78	170	
Open PR					-1		-1	-2500

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
18	M-Su 11p News	:30 Commercial	10/22/12	Open Pre Emption	2,500.00		0000000000	E:120912012

Pre-emption Summary

Grand Totals					Month 10 Weeks: 4				Month 11 Weeks: 4			
					10/22				10/29			
Spots					170				92			
Cost					250000				142250			

Grand Totals:	Spots:	170
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Gross Total:	247,500.00
Commission:	37,125.00
Net Total:	210,375.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Protect Florida Taxpayers Inc.
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: protect florida taxpayers inc

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Protect Florida Taxpayers Inc. Ron Meyer- Registered Agent

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

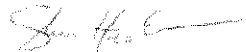
THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER

9/10/12

Date



Signature

301-879-0010

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title